

## Message Text

UNCLASSIFIED

PAGE 01 JOHANN 01164 061440Z

70

ACTION AF-10

INFO OCT-01 ISO-00 EB-06 RSC-01 /018 W

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R 061420Z NOV 74

FM AMCONSUL JOHANNESBURG

TO USDOC WASHDC

INFO SECSTATE WASHDC 3570

UNCLAS JOHANNESBURG 1164

E.O. 11652: N/A

TAGS: BBAK, BEXP, SF

SUBJ: TRADE INQUIRY: BYNARAD, INC.

1. ATALANTA INDUSTRIES, AN ESTABLISHED JOHANNESBURG FIRM, IS TRYING TO CONTACT DYNARAD, INC., 19 STRATHMORE, NATICK INDUSTRIAL PARK, NATICK, MASS, 01760, TELEPHONE 617-655-3204, TOWARD POSSIBLE PURCHASE OF THERMO IMAGE EQUIPMENT FOR INDUSTRIAL USE IN MEASURING SURFACE DIFFERENTIAL TEMPERATURE. ATALANTA HAS 3 TO 4 PROSPECTIVE PURCHASERS FOR THIS EQUIPMENT WITH TOTAL POTENTIAL SALES OF \$50,000 TO \$100,000.

2. THUS FAR, ATALANTA HAS RECEIVED NO REPLIES TO ITS CORRESPONDENCE WITH DYNARAD. APPRECIATE COMMERCE'S ASSISTANCE IN DETERMINING WHETHER DYNARAD IS INTERESTED IN PURSUING THIS PROPOSAL OR, IF NO PROVIDING ALTERNATIVE POTENTIAL SUPPLIERS OF THIS EQUIPMENT.

3. ATALANTA CONVINCED DEFINITE SALES OPPORTUNITY EXISTS HERE. CHIEF COMPETITOR IS SWEDISH FIRM AGA, WHICH HAS A LOCAL REPRESENTATIVE IN JOHANNESBURG. SWEDISH UNIT IS PRICED AT RAND 18,000 WHILE US UNIT MORE COMPETITIVELY PRICED AT RAND 10,000.

5. APPRECIATE REPLY ASAP.

4. WTDR ON ATALANTA SUBMITTED NOVEMBER 1972.  
GUTHRIE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 NOV 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Number:** 1974JOHANN01164  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 28 OCT 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <28 OCT 2002 by maustmc>; APPROVED <28-Oct-2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BBAK, BEXP, SF  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005